Claims

What is claimed is:

20.   In a client-server based architecture having a client

side and a server side, a method for generating a subscriber

5   profile vector for a subscriber, the method comprising:

monitoring subscriber viewing activities including requests

for source material initiated by the client side;

generating subscriber selection data, wherein the

subscriber selection data corresponds to a record of the

10   monitored subscriber viewing activities;

retrieving source related information corresponding to the

requested source material;

retrieving heuristic rules associated with the source

related information;

15   processing the subscriber selection data with respect to

the source related information and the heuristic rules to

generate the subscriber profile vector; and

storing the subscriber profile vector.

20   21.   The method of claim 20, wherein

said monitoring subscriber viewing activities includes

monitoring time durations corresponding to the viewing times of

the requested source material; and

said retrieving heuristic rules includes retrieving heuristic rules associated with monitored time durations.

22.   The method of claim 20, wherein said monitoring subscriber viewing activities includes monitoring volume levels corresponding to subscriber selection volume levels; and

said retrieving heuristic rules includes retrieving heuristic rules associated with monitored volume levels.

23.   The method of claim 20, wherein the heuristic rules define probabilistic measures of demographics associated with subscribers viewing the source material and the subscriber profile vector includes household demographic data indicating probabilistic measurements of household demographics.

24.   The method of claim 20, wherein the heuristic rules define probabilistic measures of program interests associated with subscribers viewing the source material and the subscriber profile vector includes household program preference information indicating probabilistic measurements of household program interests.

25.   The method of claim 20, wherein the heuristic rules

define probabilistic measures of product interests associated

with subscribers viewing the source material and the subscriber

profile vector includes household product preference information

5   indicating probabilistic measurements of household product

interests.

26.   The method of claim 20, wherein said retrieving source

related information includes context mining of textual

10   information associated with the requested source material.

27.   The method of claim 26, wherein the textual

information is closed-captioning data.

15   28.   The method of claim 20, wherein said retrieving source

related information includes retrieving source related

information from an electronic program guide associated with the

requested source material.

20   29.   The method of claim 20, wherein said generating

subscriber selection data includes generating subscriber

selection data over a viewing session, and the subscriber

profile vector corresponds to the viewing session.

30. The method described in claim 20, wherein said

generating subscriber selection data includes generating

subscriber selection data over multiple viewing sessions, and

the subscriber profile vector corresponds to an average value

for the multiple viewing sessions.

31. A data processing system for generating a subscriber

profile vector in a client-server based architecture, the data

processing system comprising:

means for transmitting a subscriber request for source

material;

means for monitoring subscriber activity including means

for monitoring the subscriber request for source material;

means for recording the subscriber activity as subscriber

selection data;

means for retrieving source related information

corresponding to the requested source material;

means for generating a program characteristics vector based

on the source related information;

means for retrieving a set of heuristic rules associated
the source related information;

means for processing the subscriber selection data with
respect to the program characteristics vector and the set of
5 heuristic rules to generate the subscriber profile vector; and

means for storing the subscriber profile vector.

32. The system described in claim 31, wherein

the means for monitoring subscriber activity further
10 includes means for monitoring time durations corresponding to
viewing times of the requested source material; and

the means for retrieving heuristic rules also retrieves
heuristic rules associated with monitored time durations.

15 33. The system described in claim 31, wherein

the means for monitoring subscriber activity further
includes means for monitoring volume levels corresponding to
subscriber selection volume levels; and

the means for retrieving heuristic rules also retrieves
20 heuristic rules associated with monitored volume levels.

34. The system described in claim 31, wherein the heuristic rules define probabilistic measures of demographics associated with subscribers viewing the source material and the subscriber profile vector includes household demographic data
5   indicating probabilistic measurements of household demographics.

35. The system described in claim 31, wherein the heuristic rules define probabilistic measures of subscriber interests associated with subscribers viewing the source
10 material and the subscriber profile vector includes a household session interest profile indicating probabilistic measurements of household interests.

36. A data processing system for generating a household
15 demographic characteristics vector in a client-server based architecture, the data processing system comprising:

means for allowing a subscriber to request source material;

means for monitoring subscriber activity including means for storing subscriber selection data corresponding to the
20 requested source material;

means for generating household viewing habits information from the subscriber selection data;

means for retrieving a set of heuristic rules associated the subscriber selection data;

means for processing the subscriber selection data with respect to the set of heuristic rules and the household viewing

5   habits information to generate the household demographic characteristics vector; and

means for storing the household demographic characteristics vector.

10   37.   The system described in claim 36, wherein the means for processing the subscriber selection data processes the subscriber selection data over a viewing session, and the generated household demographic characteristics vector corresponds to the viewing session.

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38.   The system described in claim 36, wherein the means for processing the subscriber selection data processes the subscriber selection data over a period of multiple viewing sessions, and the generated household demographic

20   characteristics vector corresponds to an average value for the multiple viewing sessions.

39. A data processing system for generating a subscriber profile vector in a client-server based architecture, the data processing system comprising:

means for selecting source material for a subscriber to

5   view;

means for monitoring subscriber activity including

means for receiving the subscriber selections for source material, and

means for recording the subscriber selections for source

10   material, wherein a record of the selections constitutes subscriber selection data;

means for retrieving source related information, wherein the source related information includes descriptive fields corresponding to the source material;

15   means for retrieving a set of heuristic rules associated the source related information;

means for processing the subscriber selection data with respect to the descriptive fields and the heuristic rules to generate the subscriber profile vector; and

20   means for storing the subscriber profile vector.

40. The system described in claim 39, wherein the heuristic rules define probabilistic measures of demographics associated with subscribers viewing the source material and the subscriber profile vector includes household demographic data
5 indicating probabilistic measurements of household demographics.

41. The system described in claim 39, wherein the heuristic rules define probabilistic measures of program interests associated with subscribers viewing the source
10 material and the subscriber profile vector includes household program preference information indicating probabilistic measurements of household program interests.

42. The system described in claim 39, wherein the heuristic rules define probabilistic measures of product
15 interests associated with subscribers viewing the source material and the subscriber profile vector contains household product preference information indicating probabilistic measurements of household product interests.

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43. The system described in claim 39, wherein the means for retrieving source related information includes means for

context mining of textual information associated with the
selected source material.

44.   The system described in claim 43, wherein the textual
5   information is closed-captioning data.

45.   The system described in claim 39, wherein the means
for retrieving source related information retrieves source
related information from an electronic program guide associated
10   with the selected source material.

46.   The system described in claim 39, wherein the means
for processing the subscriber selection data processes the
subscriber selection data over a viewing session, and the
15   generated household demographic characteristics vector
corresponds to the viewing session.

47.   The system described in claim 39, wherein the means
for processing the subscriber selection data processes the
20   subscriber selection data over a period of multiple viewing
sessions, and the generated household demographic

characteristics vector corresponds to an average value for the multiple viewing sessions.

48. An Internet browsing system comprising:

5   an input device for allowing a subscriber to select source material to view;

a monitor for displaying the selected source material; and

a profile generator for generating a profile of the subscriber based on the selected source material and a set of

10   heuristic rules associated with the selected source material.

49. The system of claim 48, wherein the profile generator includes:

means for tracking the subscriber selections for source

15   material;

means for the retrieving the source material;

means for generating a content characteristics vector based on the source material; and

means for processing the subscriber selections with respect

20   to the content characteristics vector and the set of heuristic rules to generate the subscriber profile.

50.   The system of claim 48, wherein the profile generator includes:

means for monitoring subscriber activity;

means for generating viewing habits information from the subscriber activity; and

means for generating a viewer characteristics profile based on the viewing habits information and the set of heuristic rules.

51.   The system of claim 48, wherein the profile generator includes:

means for monitoring subscriber activity including recording subscriber selections for source material;

means for retrieving the source material; and

means for generating the subscriber profile.